**Career Academy Integrated Unit Plan**

**Academy Name: Academy of Finance**  **School: University High School**

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| Integrated Unit Plan Title: Advertising Techniques |
| Courses to integrate: English I and Finance and Business Technology |
| Grade Level: 9 |
| Timeline & Duration: 2nd Semester Up to 18 weeks |

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| Unit Summary: Students will demonstrate an understanding of various advertising techniques, including bandwagon, testimonial, etc. as a consumer, then use those same techniques as a marketing/advertising professional would. |

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| **Overview of Activities/Lessons per Course** | | | | |
| Course | English I | Finance and Business Technology |  |  |
| Activity/Lesson | Introduce standard advertising techniques | Identify standard techniques in real world situations. |  |  |
| Activity/Lesson | Use standard advertising techniques; create TV, Newspaper, ads and articles. | Use standard advertising techniques to create Radio, Billboard, Flyer, ads. |  |  |

**Lesson Instructions for English:**

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| **Standards (Performance Tasks or Course Frameworks or Sunshine State Standards):**  **Rigor & Relevance (quadrant): C** |
| **Instructions to Teacher:** Provide explanations, examples and practice of various advertising techniques. Allow students to create a product to advertise; students will create a television commercial via storyboard, and or live presentation. Students will also write newspaper ads/articles also promoting the product they’ve created. Hand out guidelines/rubric for products and presentation. |
| **Instructions to Students:** Students will complete appropriate worksheets, extended practice exercises, demonstrating understanding of standard advertising techniques. |
| **Instructions for Student Accommodations:** Involve Consultation when necessary. |
| **Assessment for Activity:**  Various Rubrics |
| **Approximate Length of Time for Activity:**  Up to one semester |
| **Materials Needed:** Handouts, rubrics |
| **Resources Needed:** Copies, Magazines, Internet access |
| Attachments: Rubric(s) |

**Lesson Instructions for Finance Course:**

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| **Standards (Performance Tasks or Course Frameworks or Sunshine State Standards ):**  **Rigor & Relevance (quadrant): C** |
| **Instructions to Teacher:** Provide explanations, examples and practice of various advertising techniques. Allow students to create a product to advertise; students will create a radio commercial live or recorded presentation. Instruct students in the critical elements found in effective billboard and flyer ads promoting the product they’ve created. Hand out guidelines/rubric for products and presentation. |
| **Instructions to Students:** Students will create a timed audio commercial promoting the product they’ve created. Students will also create billboard and flyer ads/articles also promoting the product they’ve created. |
| **Instructions for Student Accommodations:**  Involve consultation when necessary. |
| **Assessment for Activity:**  Various rubrics |
| **Approximate Length of Time for Activity:**  Up to 18 weeks. |
| **Materials Needed:**  Magazines, billboard, flyer examples |
| **Resources Needed:**  Internet access, paper, construction paper, poster board, power point |
| Attachments: |